



City of
Melville

STRATEGIC COMMUNITY PLAN

Engaging with our diverse community to achieve
an inclusive, vibrant and sustainable future.

2030

2020







04	Acknowledgement to Country
05	Message from the Mayor and Chief Executive Officer
06	What is a Strategic Community Plan?
07	Our Community Aspirations at a Glance
08	Engagement to Review the Strategic Community Plan
09	Priority Heat Maps
10	Community's Priority Ranking
12	Megatrends
13	Aligning with Sustainable Development Goals
14	Aspirations
20	Response to COVID-19
22	Melville Identity
24	Demographics
27	Four Year Engagement Report
28	Products and Services
30	Resources / Capacity to Deliver

Acknowledgement to Country



L to R Artists Kambarni and Matthew McVeigh, with Willagee Library staff Jennifer Bawden, Joyce Cound-Howell and Iyeesha Jetta

The City of Melville acknowledges the Bibbulmun people as the Traditional Owners of the land on which the City stands today and pays its respects to the Whadjuk people, and Elders both past and present.

An Acknowledgement of Country, or Acknowledgement of Traditional Owners, is a way that all people, both Aboriginal or non-Aboriginal, can show respect for Whadjuk/Noongar heritage and the ongoing relationship of traditional owners with the land.

Nyungar Statement

**City of Melville nagolik
Bibbulmen Nyungar
ally-maga milgebar
garduk-ung naga
boordjar-il narnga
allidja yugow yeye wer
ali kaanya Whadjack
Nyungar wer netingar
quadja wer burdik**

City of Melville acknowledges the people of many breasts Nyungar as the ancient owner of this land on which it stands today and pay respect to the Aboriginal people, elders past and present.

*Marie Taylor Whaduck
Balardong Nyungar Birdiyia*

Message from the Mayor and Chief Executive Officer

At the City of Melville our focus is always our community and this Strategic Community Plan represents and reflects the many diverse voices of our community.

To achieve our organisational vision: *Engaging with our diverse community to achieve an inclusive, vibrant and sustainable future* we need a clear understanding of our community's needs.

This is achieved by listening and engaging with you so that after balancing up the diverse views we can make good decisions that best align with the broader community's aspirations.

In keeping with our vision, this Plan brings together what we have heard from our residents, ratepayers and businesses, since our last Strategic Community Plan review, through various consultation and community engagement opportunities.

We've included information on megatrends as well as an overview of response in regard to the COVID-19 pandemic which are critical elements for understanding how communities and businesses operate today and into the future.

We would like to take this opportunity to thank each of you who have taken the time to share your views and opinions, and have voiced what matters to you.

We want to hear from as many people as possible in our community and to stay informed of your needs, aspirations and desires as our world continues to change and evolve.

We encourage you to continue to get involved, to collaborate and to partner with us, as we will continue to provide you with more opportunities to participate. We hope this Plan highlights how understanding our community is influential and contributes directly to planning for the future of our City.

If you are unsure as to how you can get in touch with us, please see the back cover of this Plan for options as to how to contact us and subscribe to our communication channels to stay up to date with upcoming events or activities we arrange to stay connected.



City of Melville Mayor the Hon. George Gear JP



City of Melville Chief Executive Officer Marten Tieleman

What is a Strategic Community Plan?

A Strategic Community Plan is a long-term overarching document that sets out our community's vision and aspirations for the future. It also sets out the key strategies and actions required to achieve these aspirations. The Strategic Community Plan identifies how we will get from where we are now to where we want to be.

This review of our Strategic Community Plan 2016 – 2026 provides the City of Melville and its stakeholders, with a clear understanding of what matters most to our community and guides the way in which we, and others, plan for the future and deliver services.

Achieving the identified aspirations will rely on the collective commitment and combined actions of the City of Melville, government agencies, residents, the business community and community groups.

A Strategic Community Plan is a living document, regularly reviewed and updated to reflect the changing community aspirations and priorities.

The Purpose of a Strategic Community Plan is to:

- Identify and acknowledge community aspirations and priorities;
- Provide an opportunity for participation by the community in decision making processes;
- Coordinate decision making and use of resources of the City of Melville and other organisations working with and in the community;
- Provide a long term focus for the delivery of facilities and services by the City of Melville and other organisations working with and in the community;
- Provide a basis for accountability.

The City of Melville's role in understanding and incorporating your aspirations

City of Melville roles include:



Regulator

has statutory responsibilities and directs these activities as required.



Monitor

gathers information and checks on progress.



Facilitator

encourages others to be involved in activities that enhance the quality of life in the City of Melville.



Advocator

promotes the interests of the City of Melville community to other decision-making organisations such as the State and Federal Governments.



Funder

provides grants to community organisations.



Partner

works collaboratively with others to deliver products and services.



Provider

responsible for direct service delivery.

Our Community Aspirations at a Glance



CLEAN AND GREEN

Clean and well-maintained parks, reserves, natural areas and public open spaces where everyone can socialise, be active and be safe.



GROWTH AND PROSPERITY

Encourage development of small businesses in our suburbs and local communities.



HEALTHY LIFESTYLES

Opportunities for healthy activities both indoors and out and about in local parks and suburbs walking, running, cycling and exercising individually or in groups.



SAFE AND SECURE

People feel safe and secure at all times wherever they are and whatever they are doing.



SENSE OF COMMUNITY

A range of local community services, events and cultural activities throughout the year for people to get to know one another and do things together.



SUSTAINABLE AND CONNECTED TRANSPORT

Better public transport, cycling and walking infrastructure and responsive traffic management.

Engagement to Review the Strategic Community Plan

Arrangements for a detailed review of the City's current Strategic Community Plan 2016 – 2026 were due to be undertaken just prior to the COVID-19 pandemic. Due to these circumstances extensive person to person sessions with the community had been planned but could not be carried out.

It was therefore determined that 'checking in' with the community via an online survey would give some indication as to whether priorities had changed since 2019.

The statistical analysis showed that 31% of respondents felt their priorities had changed to some extent and another 3% felt they had changed to a great extent since the pandemic.

Further analysis of comments provided additional insights which could be linked to changes in priority since the pandemic and included:

- the rediscovery of community living and connectivity
- the intention to make more of the opportunities (including support for local business)
- family time in the great outdoors

Response

In total, 655 people responded to the survey. The majority of the respondents were reached through digital means: 59% via direct email invitation, 31% via social media posts and 5% via Melville Talks.

6.3k

direct emails sent to a random sample

602

link clicks from direct email

29k

Facebook post reach

655

Completed Surveys

14k

Corporate eNews subscribers

216

clicks from Corporate eNews

2.8k

Link Clicks from Facebook

1.4k

Melville Talks visitors

3.8k

Melville Talks eNews subscribers

215

clicks from Melville Talks eNews

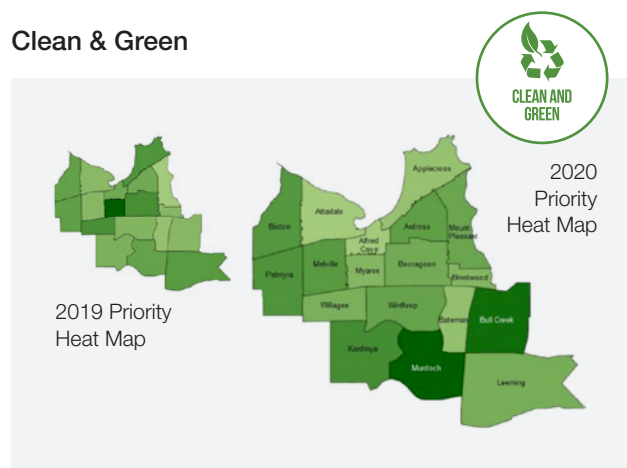
59

Melville Talks followers

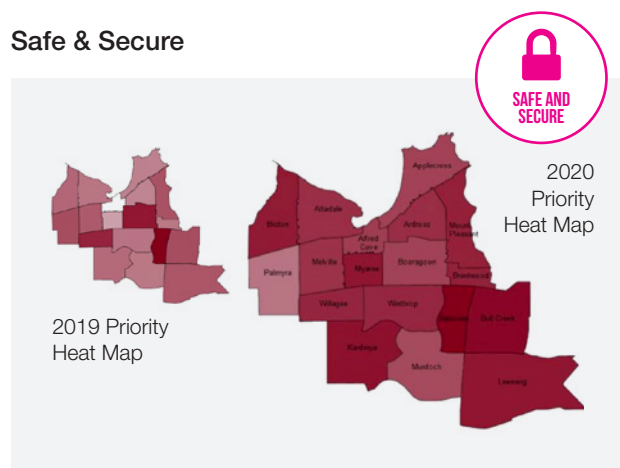
Priority Heat Maps

The priority 'heat' maps below compare suburb's priorities shift from 2019 to 2020.

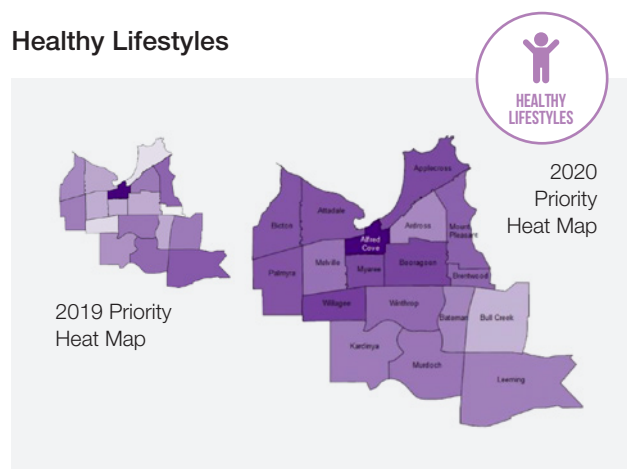
Clean & Green



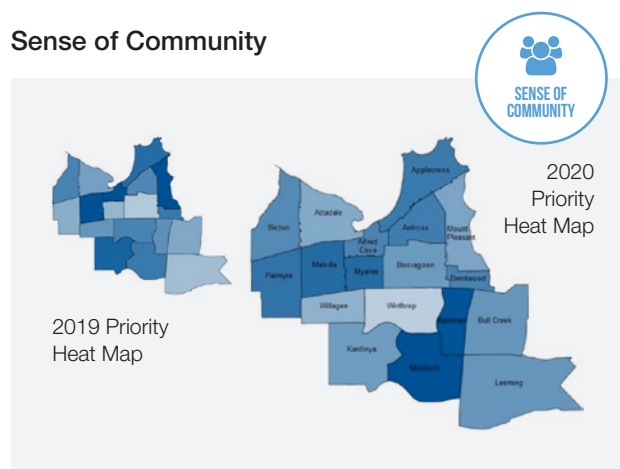
Safe & Secure



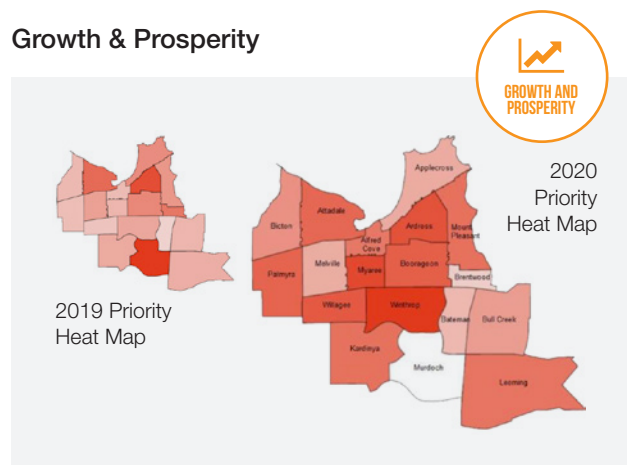
Healthy Lifestyles



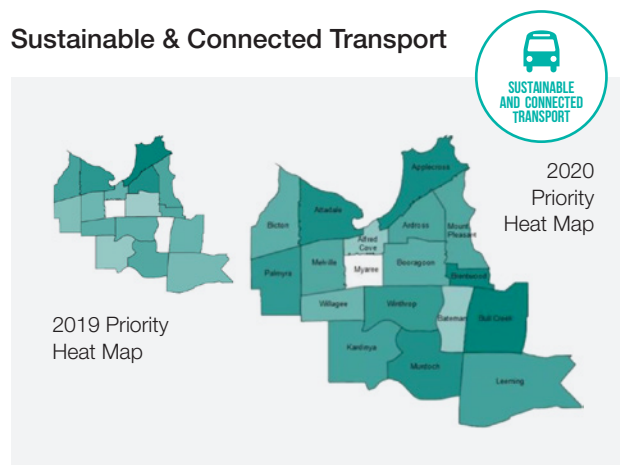
Sense of Community



Growth & Prosperity



Sustainable & Connected Transport

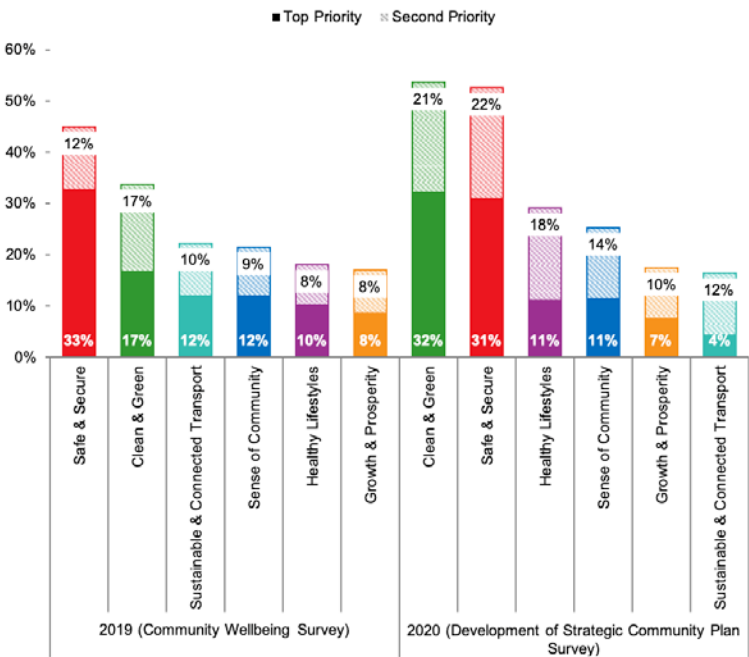


Community's Priority Ranking

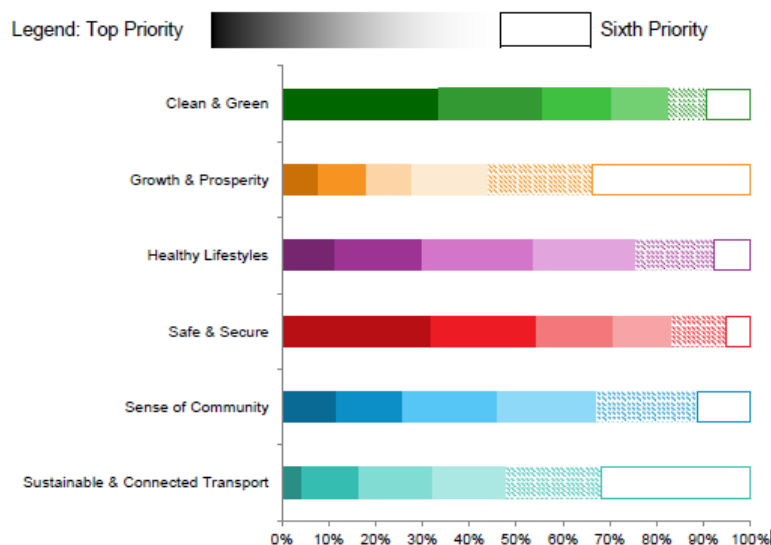
Respondents were asked to rank preferences to the following statements, which correspond to the six aspirations as outlined in the table below.

Statements	Outcome Areas
I would like to focus on a clean and green environment.	 Clean & Green
I would like a focus on community safety and security.	 Safe & Secure
I would like a focus on healthy lifestyles.	 Healthy Lifestyles
I would like a focus on building a sense of community in the City.	 Sense of Community
I would like a focus on growth and prosperity in the City.	 Growth & Prosperity
I would like a focus on sustainable and connected transport in the City of Melville.	 Sustainable & Connected Transport

Comparing the results received from the Community Priority Survey held in May/June 2020 with the Wellbeing Survey in 2019, as shown to the right, there appears to be some minor shifts in the community's priorities.



This word cloud represents the number of times a word was used in the comments received from the Community Priority Survey.



Clean & Green and Safe & Secure are almost equally important, with 32.2% and 30.8% respondents ranking these as their areas of focus respectively. The majority of the respondents have ranked Growth & Prosperity and Sustainable & Connected Transport as their last priority among the list of statements provided. 32.8% and 31.5% ranking these as their last focus respectively.

Please note some respondents have not ranked all outcomes: for example, some have only ranked their top priority area, some have only ranked their 6th priority area. All responses are included in the analysis

Comments from the Community

“

The best places to be active are outdoors and natural. Create open green spaces and regardless of pandemic or finances people can enjoy them.

Male, 45 – 54, Leeming, multigenerational household, working full time

“

I feel like it's been an intervention and that my lifestyle priorities have been adjusted. Working from home has meant we are healthier physically and mentally, we have significantly reduced our consumption, and expenses have been less.

Female, Palmyra, 45-54, couple, working full-time

“

Probably value a sense of community a bit more as a result of feeling isolated during our period of lockdown.

Female, Bull Creek, 65+, Retired

“

Even greater need for bike and walking and nature spaces.

Female, 35-44, Kardinya, family with primary school age children

“

Importance of community events to feel a sense of belonging and pride in our community.

Female, 45 -54, Attadale, family with high school age children, self-employed

“

I would like to see car lanes replaced by cycle ways. The main reason I believe that people don't ride is safety - too much traffic, not enough well-designed bicycle ways.

Female, Booragoon, 45-54, multi-generational household, working part-time

“

...being at home/in my suburb more during the pandemic, we have connected more with our community but also noticed more anti-social behaviour. ... Bus frequency is an issue too. and [I] often don't feel safe on the bus or riding on the street

Female, 35 - 44, Willagee, household with high school age children, working part-time

“

Focus needs to be on supporting small business and economic development

Female, Ardross 55 – 64, multigenerational households, working full-time

“

Economic conditions have been changed for the worse by the pandemic and we need to concentrate on getting unemployed people back into a job.

Male, Leeming, 65+, single, working part-time

Megatrends

Our world is changing and being aware of these trends and their impacts is critical to understanding how communities and businesses operate today and into the future. These trends are called Megatrends, a term coined in the 1980s to describe large, transformative processes with global reach, broad scope, and dramatic impact.

Megatrends and global risks have been reviewed by the City at various forums and the following six Megatrends are identified as the most significant for City of Melville:



Aligning with Sustainable Development Goals

In September 2015, 193 countries across the globe including Australia, committed to the Sustainable Development Goals (SDGs).

These goals were developed by the United Nations to provide a global roadmap for all countries to work toward a better world for current and future generations. These international, interconnected goals promote prosperity while protecting the planet, and work towards a more sustainable future.

City of Melville has adopted the SDGs as a framework for reference for its planning, benchmarking and sustainability reporting. City of Melville expects all its stakeholders, including governments, civil society and the private sector, to contribute to the realisation of these goals.



Aspirations

Clean and Green

Clean and well-maintained parks, reserves, natural areas and public open spaces where everyone can socialise, be active and be safe.



What the community has said:

We love the many green parks, reserves, natural areas and other open spaces that are a feature of our City. We want them to be clean and well-maintained places where we can walk the dog, ride bicycles, play sport and socialise with our neighbours, friends and family in safety at any time of day.

We want our children and grandchildren to have fun with nature play and for our little ones to be safe in fenced off playgrounds, shaded from the sun. We would like to see places where our youth can have fun too.

We want our pathways to be smooth so that we don't trip or fall when we use them; wellshaded for when temperatures soar, and well-lit on the occasions when we are out for a walk or a run in the evening.

We really like the idea of our green spaces being used for vibrant community events that we can walk or cycle to from home.

How we contribute:

City of Melville Plans

- Urban Forest Strategy Part A
- Public Open Space Strategy
- Environmental Improvement Plan
- Corporate Environmental Strategic Plan
- Natural Areas Asset Management Plan
- Foreshore Restoration Strategy
- Parks Asset Management Plan
- Water Quality Improvement Plan

Other Related Plans

- Sustainable Living Manual 2007
- Sustainable Residential Design Policy Guidelines 2007
- Waste Avoidance and Resource Recovery Strategy 2030
- Building Code of Australia Energy Efficiency Provisions
- Strategic Energy Initiative - Energy 2031
- Australia 2050: Conversations about our future

Our Partners

- State and Federal Governments, community groups, friends of groups, not for profit groups, schools, volunteers, businesses, suppliers and subcontractors

Growth and Prosperity

Encourage development of small businesses in our suburbs and local communities.



What the community has said:

We want local meeting places: a choice of locally owned and operated cafes and bars, restaurants and specialty shops. This would make our neighbourhoods more vibrant and build a sense of community at the same time.

Being able to walk or cycle to these places is an added bonus, because we wouldn't have to travel outside our local area or go to Perth or Fremantle for a night out.

How we contribute:

City of Melville Plans

- Local Planning Strategy
- Local Commercial and Activity Centres Strategy

Joint Local and State Government Plans

- Murdoch Activity Centre Structure Plan
- Canning Bridge Activity Centre Plan

Other Related Plans

- SPP4.2 Activity Centres Policy Directions 2021 and Beyond Perth and Peel @3.5 Million
- Industrial Land Strategy 2009: Perth and Peel
- Moving Freight and Moving People
- Jandakot Airport Master Plan 2014

Our Partners

- State and Federal Governments, community groups, not for profit groups, schools, businesses, suppliers and subcontractors

Healthy Lifestyles

Opportunities for healthy activities both indoors and out and about in local parks and suburbs walking, running, cycling and exercising individually or in groups.



What the community has said:

We live in a place where people are encouraged to be physically and mentally healthy in an attractive outdoor environment, with a range of leisure facilities available enjoying the many social benefits we receive by joining in.

We would like to see some of the barriers to participation such as cost and not knowing what is available, removed. We would love a greater focus on using the outdoors – our parks, reserves and natural areas - as places for a range of healthy activities.

How we contribute:

City of Melville Plans

- Healthy Melville Plan 2019-2023
- Active Reserve Infrastructure Strategy (ARIS)
- Public Spaces Strategy

Other Related Plans

- Living for All – A Framework for Physical Activity in WA 2012-2016
- WA Health Promotion Strategic Framework
- WA Mental Health, Alcohol and Other Drug Services Plan 2015-2025
- WA Mental Health Commission – Suicide Prevention 2020
- WA Sport and Recreation Industry Strategic Direction
- Public Health Act 2016
- State Public Health Plan for Western Australia 2019-2024

Our Partners

- State and Federal Governments, healthcare providers and practitioners, community groups, not for profit groups, schools, businesses, suppliers and subcontractors

Safe and Secure

Clean and well-maintained parks, reserves, natural areas and public open spaces where everyone can socialise, be active and be safe.



What the community has said:

Feeling safe is a must-have for community well-being.

We want playgrounds, pathways and road crossings to be safe to use.

We want to feel and be safe when out and about in our neighbourhoods, walking in parks at sunset, when using public transport, at community events or simply when we are at home.

How we contribute:

City of Melville Plans

- 2017 - 2021 Safer Melville Plan

Other Related Plans

- Western Australia Police Force - Strategic Direction
- International Safe Communities Model
- Local Emergency Management Arrangements & Recovery Plan

Our Partners

- State and Federal Governments, community groups, not for profit groups, schools, businesses, Safer Melville Advisory Committee, Australian Safe Communities Foundation, Pan Pacific Safe Communities Network, suppliers and subcontractors

Sense of Community

A range of local community services, events and cultural activities throughout the year for people to get to know one another and do things together.



What the community has said:

We love community events and activities, including cultural festivals, food vans, fresh produce markets, concerts, jam sessions and movies in the park.

We love them because they provide something for everyone at any age or stage of life, wherever they come from. Children, adults and old people are all welcome. They help us to be part of something.

We want to see more of these events which draw us together as a community whether based in a local library, a community centre or in a park near us and if we can walk or cycle to and from the event that would be great.

How we contribute:

City of Melville Plans

- Neighbourhood Plans
- Creative Melville – Cultural Plan 2018-2022
- Directions from Young People
- Directions from Seniors
- Directions from the Aboriginal Community
- Stretch Reconciliation Action Plan 2017-2021
- Disability Access and Inclusion Plan 2017- 2022
- Wireless Hill Vision 2020
- Heathcote Vision and Place Plan 2025
- Public Art Strategy and Master Plan

Other Related Plans

- Vision 2025 and Framework for Strategic Action - Public Library Services in Western Australia
- Standards and Guidelines for Australian Public Libraries

Our Partners

- State and Federal Governments, community groups, not for profit groups, schools, businesses, suppliers and subcontractors

Sustainable and Connected Transport

Better public transport, cycling and walking infrastructure and responsive traffic management.



What the community has said:

We would like to reduce our dependence on cars. We are living in a time where our roads are becoming more congested, there are 'rat runs' through our suburbs, we see illegal and/or inconsiderate parking because there is never enough parking, cycling infrastructure has yet to be properly established and managed for both casual and commuter use and even crossing the road can be hazardous.

We need to use alternative forms of transport, including public transport, walking or cycling to get where we need to go.

How we contribute:

City of Melville Plans

- Bike Plan
- Parking Management Strategy
- Asset Management Plans

Other Related Plans

- WA Bicycle Network Plan 2012– 2021
- Moving Freight and Moving People
- Perth 2031 Public Transport Plan

Our Partners

- Federal and state governments, community groups, private sector, Travel Smart / Road Safety Working Group

Response to COVID-19

On 30 January 2020 the World Health Organisation (WHO) declared the novel coronavirus (COVID-19) outbreak to be a “Public Health Emergency of International Concern”. The Western Australian and Federal Governments both declared a State of Emergency and Public Health Emergency in response to the COVID-19 outbreak, and the first phase of restrictions in Western Australia occurred from 27 April 2020.

Service delivery response

Particularly during the COVID-19 pandemic it is important to continually assess our roles and responsibilities to ensure the City is adaptive and flexible in its approach to meeting changing and diverse community needs. In terms of corporate planning the global outbreak of COVID-19 is a major concern to the City, both in terms of its significant health, social and economic impact. The global pandemic changed the way the City operates and resulted in new approaches in service delivery.

The readjustment in our 200+ product and service offerings through the initial phases occurred in all areas of our service delivery. Particular focus continues to be in assisting local businesses, enabling more accessibility through providing services online, and helping our more vulnerable community members including; seniors, those living with a disability, young people at risk, Aboriginal and Torres Strait Islanders and those with English as a second language.



City of Melville stimulus response

In April 2020 Council approved a Community Stimulus Package in response to the pandemic, estimated at \$15 million designed to support our local households, businesses, tenants and various sporting and community groups.

Support included:

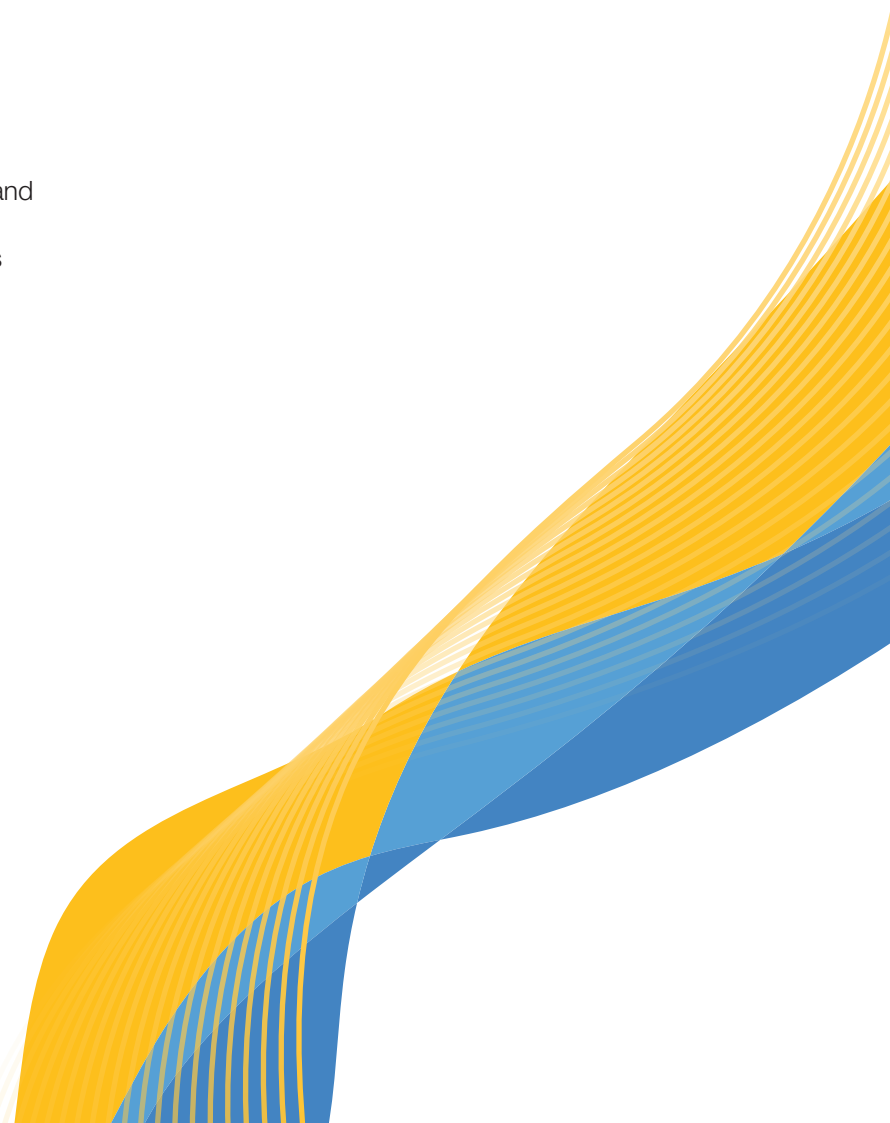
- A flat \$200 rates concession for improved residential properties and \$165 for unimproved properties for 2020-2021
- Commercial rates reduced by 10% based on 2019-2020 valuations
- A freeze of all fees and charges for 2020-2021
- A reduction in the Property Surveillance and Security Service Charge and the Private Swimming Pool Inspection Fee for 2020-2021
- A freeze of all interest charges for outstanding payments owed to the City (from 1 March to 30 June 2020)
- Reduced penalty interest on rates and underground power payments for 2020-2021
- Removal of surcharges for payments by credit and debit charges for 2020-2021
- First hour free parking in all City-managed areas
- Specific support for community and sporting groups and businesses

In addition to this, the City will also deliver a strong capital works programme in 2020-2021 totalling \$35.6 million with \$8.5 million in brought forward capital works to ensure maximum opportunities for local employment, economic stimulus and long lasting community infrastructure are achieved. This operates in addition to State and Federal stimulus funding opportunities.

Ongoing response

Our community's health and wellbeing is our core focus and primary objective as a local government, guiding everything the City undertakes. The partnerships, communication and shared approach across all of the levels of government continue to be critical in maximising the work for communities and ensuring that there is targeted support.

This Strategic Community Plan outlines the impacts on community outcome priorities that occurred following the initial phase of COVID-19. Through the Integrated Planning Framework the City will continue to review risks, issues and data to plan effectively and be agile and responsive to the needs of the community.



Melville Identity

Engagement with our community has helped inform the Melville identity. The community takes pride in the following unique aspects of the City which provides them with an overall feeling of growth and diversity. Places have a strong thread of community focus with some descriptions captured here showing a heavy emphasis on natural assets, parklands, landscapes and local plant life.

Q:

Do you feel the City of Melville has a uniqueness that might separate it from other places in Perth?

“

The river is an incredible asset and it is different in every suburb. Wireless Hill is spectacular too.”

Survey respondent, Leeming

~73%

of respondents have a similar answer.

“

The beauty of the City of Melville is the river, I hope it's kept as a low key affair as it's reminiscent of old access to the river, one can still dip ones toes. It has a strong arts culture which I also love. The river is too special and fragile.”

[Survey respondent, Palmyra]

“

The significance of Melville as a meeting place and food source for Noongars, the history of the roads which are based on Noongar tracks, etc. The riverside is also special, along with the birdlife and animals in the parks and river.” [Survey respondent, Ardross]

“

Yes, but could be improved upon through implementing mechanisms that generate a greater sense of community and connectivity.”

[Survey respondent, Winthrop]

“

The river, plus the openness of Palmyra and the individual parks on every second corner.”

[Survey respondent, Palmyra]

“

Point Walter; the colour of the Blue Sky reflecting against the river. Any time you walk along the river foreshore you get to look North to see the Blue Water, the mix of green flora interspersed with homes, building or city landscape. It's fantastic.”

[Survey respondent, Booragoon]

“

Yes; the rivers, its surrounding landscape and our remnant bushland and parks contribute greatly to the City of Melville's uniqueness.”

[Survey respondent, Melville]

“

I feel this is being created but this can be further consolidated. We have iconic and unique places that attract people from over Perth; Heathcote, Kadijiny, Carawatha Park, Piney Lakes Sensory Playground, Deep Water Point and Point Walter. These places are unique in their sites and have been developed not in a 'cookie cutter' approach but by creating a 'different offering'.

[Survey respondent, Attadale]

“

Very different demographics and a great connection to the river and some important bushland and historic areas”

[Survey respondent, Bicton]

“

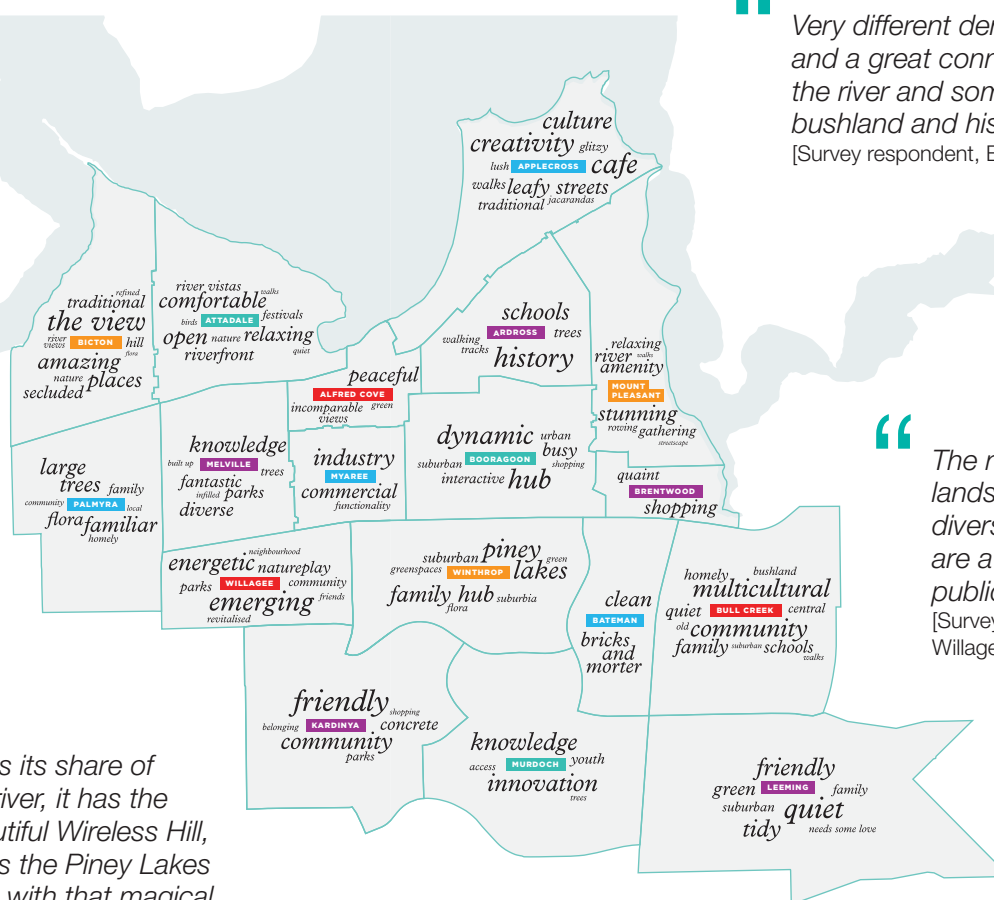
The natural landscape is very diverse, and there are a lot of open public spaces.”

[Survey respondent, Willagee]

“

It has its share of the river, it has the beautiful Wireless Hill, it has the Piney Lakes area with that magical paperbark forest.”

[Survey respondent, Melville]



Findings

Survey respondents connected with the riverside suburbs regardless of where they lived. Places identified have a strong thread of community focus with descriptions showing a heavy emphasis on natural assets, parklands, landscapes and local plant life. Survey responses to suburbs including Willagee, Bull Creek, Leeming and Palmyra exhibited responses which supported desktop research and analysis of

the corresponding suburb profiles. Data gathered reinforced findings which identified strong community driven activities, connections to key meeting places and public open spaces as well as an overall community 'friendliness'.

These findings connected back to an overall feeling of growth and diversity within each locality.

Demographics

The population estimate for the City of Melville based on the latest census as of the 30th June 2019 is 102,307. Based on the last census, the following data sets provide a picture of resident demographics in City of Melville.

Median age

41 ▲ (1)

Greater Perth 36 ▲
Western Australia 36 ▲
Australia 38 ▲

Aboriginal and Torres Strait Islander Population

0.7% ▲ (0.1%)

Greater Perth 1.6% ▲
Western Australia 3.1% ▲
Australia 2.8% ▲

Couples with children

34% ▲ (0.4%)

Greater Perth 32% ▲
Western Australia 31% ▲
Australia 30% ▲

Older couples without children

13% ▲ (1.6%)

Greater Perth 9% ▲
Western Australia 9% ▲
Australia 10% ▲

Lone person households

23% ▲ (-0.4%)

Greater Perth 22% ▼
Western Australia 22% ▲
Australia 23% ▲

Medium and high density Housing

25% ▲ (5%)

Greater Perth 25% ▲
Western Australia 21% ▲
Australia 27% ▲

Language at home other than English

20% ▲ (1.9%)

Greater Perth 20% ▲
Western Australia 18% ▲
Australia 21% ▲

University attendance

7% ▲ (-0.4%)

Greater Perth 5% ▲
Western Australia 4% ▲
Australia 5% ▲

University qualification

33% ▲ (4.4%)

Greater Perth 23% ▲
Western Australia 21% ▲
Australia 22% ▲

Trade qualification (certificate)

14% ▲ (0.5%)

Greater Perth 19% ▲
Western Australia 20% ▲
Australia 19% ▲

Unemployment rate

6.8% ▲ (2.7%)

Greater Perth 8.1% ▲
Western Australia 7.8% ▲
Australia 6.9% ▲

Participation rate (population in labour force)

62% ▼ (-1.8%)

Greater Perth 64% ▼
Western Australia 63% ▼
Australia 60% ▼

Median weekly household income**\$1,828** ▲ (\$217)

Greater Perth \$1,636 ▲
 Western Australia \$1,582 ▲
 Australia \$1,431 ▲

Median weekly mortgage repayment**\$495**

Greater Perth \$467 ▲
 Western Australia \$457 ▲
 Australia \$409 ▲

Median weekly rent**\$414**

Greater Perth \$372 ▲
 Western Australia \$348 ▲
 Australia \$339 ▲

Households renting**21%** ▼ (-1%)

Greater Perth 26% ▼
 Western Australia 27% ▼
 Australia 29% ▲

Households with a mortgage**32%** ▲ (0.8%)

Greater Perth 40% ▲
 Western Australia 37% ▲
 Australia 32% ▼

Overseas born**34%** ◆ (0.3%)

Greater Perth 36% ▲
 Western Australia 32% ▲
 Australia 26% ▲

Public transport (to work)**10%** ▼ (-1.1%)

Greater Perth 10% ◆
 Western Australia 9% ◆
 Australia 11% ▲

SEIFA index of disadvantage 2016**1073**

Greater Perth 1026 ▲
 Western Australia 1015 ▲
 Australia 1002 ▲

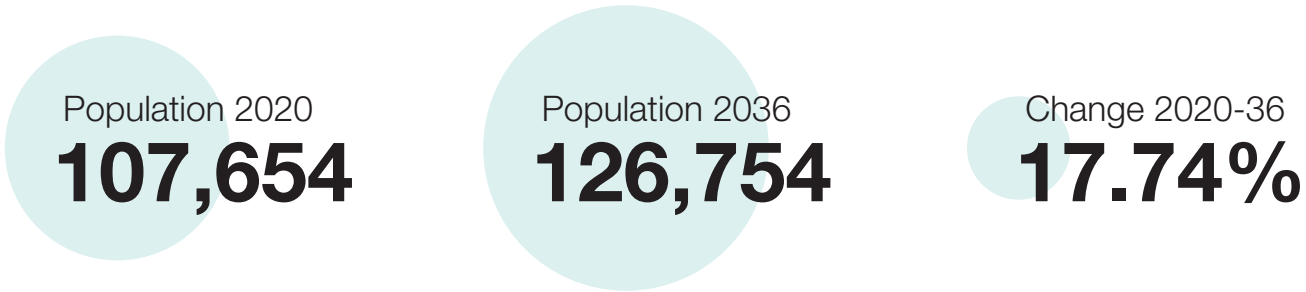
Homeless persons estimated 2016**112** ▼ (-16)

◆ No significant change since previous Census (less than +/-0.5%)

▲ Increased since previous Census

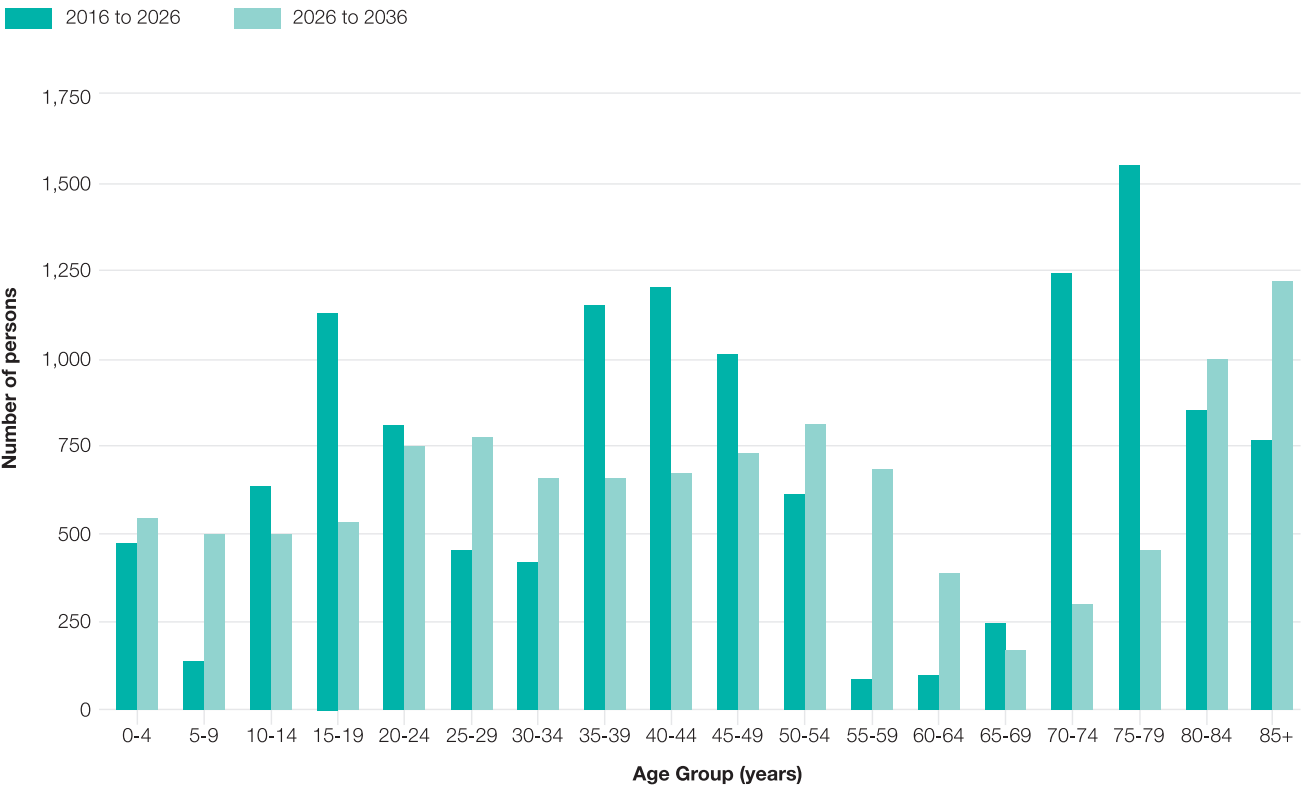
▼ Decreased since previous Census

The population numbers are forecast to increase as shown.



Forecast change in age structure - 5 year age groups

City of Melville - Total Persons



Population and household forecasts, 2016 to 2036, prepared by .id the population experts, October 2017.

Four Year Engagement Report

Reach

People Visited
Melville Talks

103,919

493

In-house consultations for
potential engagements

177.5k

Emails sent to the
City of Melville community

53k

Letters sent to the
City of Melville community

54.5k

eNews sent to Melville Talks
subscribers in 14 issues

Participation

21.6k

Contributions to an engagement

8.3k Surveys

1.7k Form submissions

1.5k Forum comments

4k Visioner submissions & votes

703 Interactive map pins

5.2k Budget votes

93 Q&A

450

Community members
participated face to face in
an engagement process

41

Engagement events held
in the City of Melville
including community
reference group meetings,
workshops and forums

682

Engagement project
followers on Melville Talks

Products and Services

By partnering with various key stakeholders and working towards internal and external related plans, we play various roles to deliver the following primary products and services.



CLEAN AND GREEN

Clean & Green

- Air quality monitoring
- Environmental subsidies and rebates
- Ewaste, recycling and Household Hazardous Waste Drop Offs
- Foreshore management and restoration
- Landscape design and construction
- Litter and illegal dumping management
- Maintenance of natural areas and parks
- Piney Lakes Environmental and Educations Centre programs
- Priority bin service and bin hire options
- Public bin collections
- Stormwater construction, maintenance and management
- Streetscape design and maintenance
- Urban forest management
- Verge collections
- Waste, recycling and FOGO collection and management



GROWTH AND PROSPERITY

Growth & Prosperity

- Activity Centre Planning
- Building Renewal Projects
- Business events, activities and online business hub
- Business Foundations
- Commercial recreation applications and permits
- Facility and venue hire
- Friendship programs / Sister Cities
- Grants and funding
- Library education programs
- Local Development Plan
- Major projects
- Melville Cockburn Chamber Commerce
- Melville Volunteer Resource Centre
- Planning and Building services
- Project Robin Hood
- Public art in developments
- Small Business Friendly Local Government Initiative
- Strategic Urban Planning
- Subdivision clearance requests and referrals
- Town Team facilitation
- Underground Power Scheme



HEALTHY LIFESTYLES

Healthy Lifestyles

- Activelink
- Community Centres
- Contaminated site monitoring
- Creche services and kids programs
- Environmental health services
- Food safety inspections
- Free Active in the Park exercise classes
- Health Services
- Kids sport
- Learn to swim programs
- Leisure planning
- LeisureFit Recreation Centres
- Liquor licencing
- Mosquito management
- Noise control
- Playgrounds
- Rat bait program
- Youth drop-in service
- Youth Sport Scholarships



SAFE AND SECURE

Safe & Secure

Animal and feral wildlife control

Business safety resources

Community safety education programs and resources

Community Safety Service (CSS)

Constable care performances for primary schools

Crime prevention

Cyber / online safety programs

Dog and cat control

Emergency management

Fire breaks

Graffiti removal

Holiday watch patrols and home safety programs

Parking management

PHAZE urban art programs

Pool applications and fencing requirements

Ranger Services

State Emergency Service (SES)

Street lighting

Vandalism and abandoned vehicle response



SENSE OF COMMUNITY

Sense of Community

Art Awards

Art exhibitions

Capacity development for community organisations and not for profits

Citizenship ceremonies

Communications and stakeholder engagement

Community Centres

Disability Access and Inclusion Planning

Events, grants and funding

Financial Counselling

Kids and early years services

Libraries

Melville Age Friendly Accessible Businesses

Melville Volunteer Resource Centre

Museums and local history

Place activation and town team facilitation

Pop-up community services

Public art

Reconciliation Action Planning

Senior services

Youth services



SUSTAINABLE AND CONNECTED TRANSPORT

Sustainable & Connected Transport

Advocate for high quality transport options at State and Commonwealth levels

Bus shelters

Bike paths construction and maintenance

Advocate for Black Spot funding for priority areas

Crossover construction

Footpath construction and maintenance

Parking management

Road construction and maintenance including stormwater systems

Road safety programs

Public access way maintenance

Traffic management upgrades

Road safety upgrades

TravelSmart programs

Resources / Capacity to Deliver

Financial

Financial resources are planned for in the 10 Year Long Term Financial Plan, which guides the annual budget. These documents are available on the City of Melville website.

Physical Assets

The condition of assets are assessed through technical assessments and also from a user perspective. Customer feedback on assets is solicited both on an ad-hoc basis, and biennially through the Perceptions Survey on the City's products and services (available on the City of Melville website).

Asset Management Plans, typically projecting 25 years, ensure assets are maintained, refurbished and replaced at appropriate intervals to ensure continuity of services in line with community expectations. The projected expenditure for the assets informs the Long Term Financial Plan.

The City has Asset Management Plans for each class of asset: buildings, fleet, drainage, furniture, Information Technology and Communications (ICT), jetties, lighting, natural areas, parking meters, parks, paths, public art, recreation equipment and roads.

Workforce

Human resources are planned for in the City's Workforce Plan (internal document) which captures the longer term planning for projected changes to composition and expertise areas of the workforce to meet and deliver organisational objectives into the future. This results in an agreed organisational structure with the human resources being funded through the annual budget.

Quick Facts

The Asset Renewal Funding Ratio (ARFR) indicates whether the City has the financial capacity to fund asset renewal as required and continue to provide existing levels of service.



The best practice target is
95% - 105%¹



In 2018-2019, the City meets this with an
ARFR of 100%

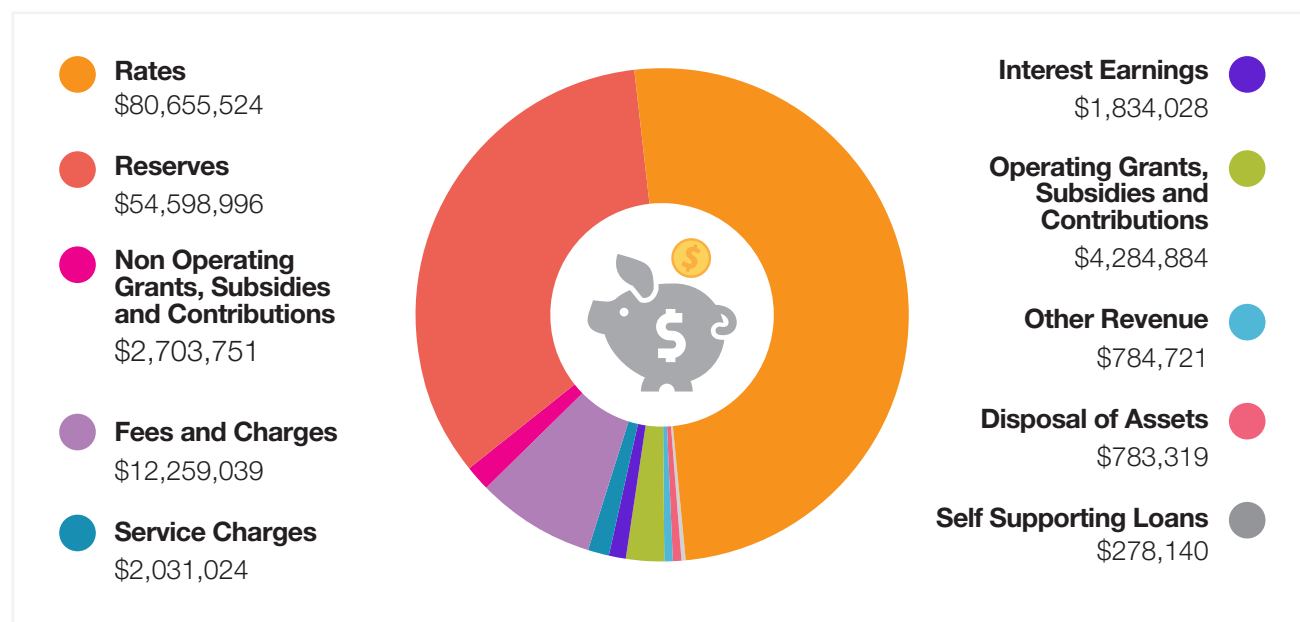
(Technical definition: The ARFR is the ratio of the net present value of asset renewal funding in the 10 year Long Term Financial Plan relative to the net present value of project renewal expenditure identified in the asset management plans for the same period.)

The City's largest capital expenditure in 2018-2019 was property, plant and equipment (approx. \$8.18 million), following by roads (approx. \$7.15million), footpaths (approx. \$2.06 million) and drains (approx. \$0.58 million)².

¹ Dept of Local Govt. Integrated Planning and Reporting Advisory Standard 2016

² City of Melville 2018-2019 Annual Report

Where the Money Comes From



Where the Money Goes

For every \$100 the City receives, it is spent on:



Reference: Budget Newsletter 2020-2021

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